

Sample Letter

To: [Recipient]

From: [Sender]

RE: 2020 *accesso* Client Seminar Proposal

I would like to attend the *accesso* Client Seminar in Atlanta, GA from September 13th-18th because it's the best way to ensure we get the most from our investment in our [name of *accesso* solution].

This 5-day conference offers 80+ hands-on sessions, lectures, roundtables and one-on-one sessions with *accesso* staff as well as an exhibit area where I can meet directly with *accesso* partners. It even provides an opportunity to earn my certification for the *accesso Siriusware* point-of-sale solution and to learn about other *accesso* solutions that may benefit our organization. Plus, I'll have the opportunity to network and share ideas with peers from a variety of industries including other [insert your industry].

Below are three specific areas in which attending the 2020 Client Seminar would immediately help our business:

- [project or initiative]
- [project or initiative]
- [project or initiative]

The approximate breakdown of conference costs are:

- Registration:
- Airfare roundtrip to Atlanta:
- Hotel: [X nights at \$190 + taxes]
- Transportation:
- Meals: Minimal [Breakfast, lunch and two evening events are included in the Client Seminar Tuition]

To help demonstrate the Client Seminar's value, I'll also submit a post-seminar summary, which includes a set of recommended actions on how to kick off the projects/initiatives above. Plus, I'm happy to share any relevant information with other staff members and departments.

Thank you for considering this proposal. I look forward to your reply.

[Signed]